

# APPLAUSE

This is true  
one-step  
CTP.



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This is true CTP. From computer, to plate, to press. Period. Presstek brings platemaking to the next level with process-free Applause providing high-quality printing for runs of up to 100,000. Best of all, Applause eliminates the hassles of chemicals in the pre-press department and doesn't require any change to pressroom chemistry. One-step CTP will change the way you think about plate-making.

- One-step simplicity
- Consistent performance
- Complete compatibility
- Maximum stability
- Measurable economy
- Environmental friendliness

## ONE-STEP APPLAUSE SAVES YOU MONEY.



With Applause, the plate is ready for printing immediately after imaging, with no additional steps. There's no waiting for baking or chemical processing. There's no purchasing, monitoring and disposing of chemicals—saving you up to 35% of your overall plate-making expenses. Applause drops in to your existing press environment. There are no additives to the fountain solution, special inks or extra steps required on press.

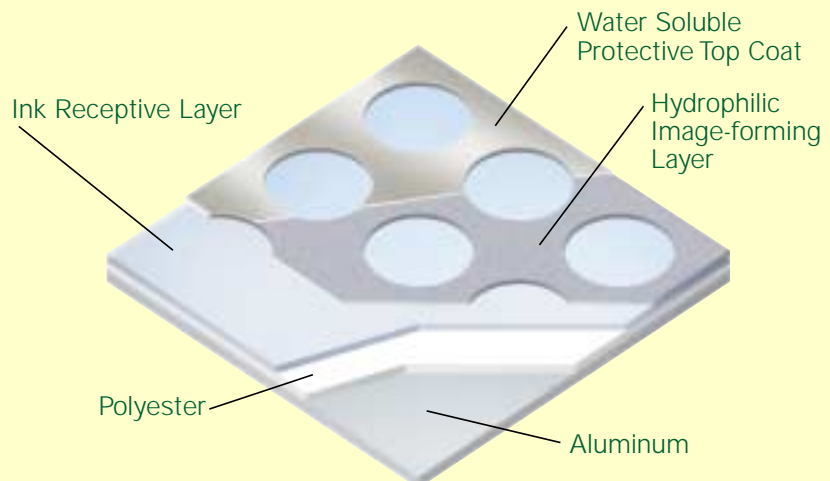
Reduce energy cost and use floor space for profit-making services, instead of tying it up with large chemical-based plate-making systems. Put an end to the guesswork of chemistry replenishment. Eliminate the labor-intensive tasks required to clean and maintain plate processing equipment.

Go from computer, to plate, to press—without wasting unnecessary resources. It's the way CTP is supposed to be.

## ONE-STEP APPLAUSE IS EFFICIENT.

Efficiency is integral to one-step CTP. With Applause, the image is fully formed on plate inside the platesetter. The plate is then ready to mount on press. Applause plates can be counted on to produce repeatable, highly consistent results every time.

Applause is breakthrough CTP engineering—it is the most efficient plate available.

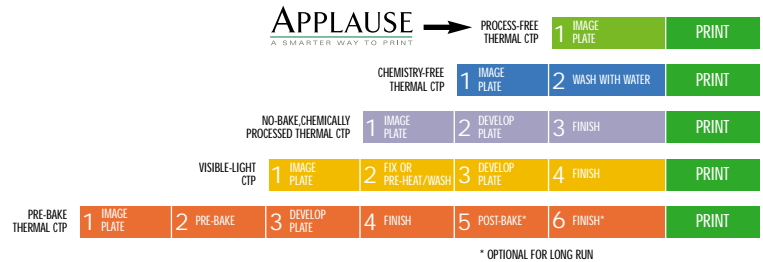


# ONE-STEP APPLAUSE ELIMINATES CHEMICALS.

The technology is built into the plate itself. No more worries about maintaining chemical baths and the effect of chemical age or condition on print consistency. Process-free Applause means a safer work environment—no more processor cleaning and maintenance; no more issues with chemical disposal.

Chemistry-free plate-making is an advantage your customers will appreciate. Plus, Applause plates can be recycled through normal channels.

## Presstek CTP for Higher Productivity and Performance



# ONE-STEP APPLAUSE IS RELIABLE.

Applause plates are designed to be used on today's leading thermal CTP systems. Applause has exceptionally reliable performance, and is compatible with a wide range of inks, finishes and press solvents without any variability of on-press development. It is dependable for runs of up to 100,000. Daylight-safe handling and fast roll ups make it easy to work with in the most demanding of settings. Elimination of complex plate processing steps delivers the highest possible consistency. With Applause, the variables inherent in all other chemistry-dependent plate-making processes are totally eliminated. If you need to make a content change while a job is live, a new Applause plate can be quickly and reliably produced without compromising the consistency of the overall job. And plates can be stored safely, much longer than conventionally treated plates.

# PRESSTEK APPLAUSE DELIVERS ON THE PROMISE OF CTP—TODAY.

Presstek transforms plate-making technology, delivering CTP the way it's supposed to be.

## CONVENTIONAL CTP

Photochemical cross-linking exposure.  
Pre- and/or post-baking.  
Development in chemical baths.

Purchase and handle processing chemicals.  
Store and monitor them.

Maintain oven temperatures and surrounding environments—even when machine is not in use.

Variabilities with chemical processing can slow-down makeready time.

Limited shelf-life and special storage environment needed.

Some need red or yellow "safe light" conditions.

## APPLAUSE ONE-STEP CTP

Image and print.

No chemicals. No waste.  
No disposal.

Reduced energy costs.

Consistent performance—exact same caliber plate every time.

Rugged, stable handling.  
Not affected by temperature or humidity.

Daylight-safe.

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## Thinking about moving to CTP?

Ask Presstek about Dimension CTP. We have a CTP system that's right for your shop.

## PROCESS-FREE THERMAL CTP PLATES FOR WET OFFSET

### Presstek Applause Specifications

Plate type	Thermal Negative writing
Plate substrate	Aluminum
Exposure	Thermal laser
Spectral sensitivity	Thermal (diode and YAG) lasers, 800-1200 nm
Safelight sensitivity	Full daylight operation
Plate size	2-page, 4-page and 8-page formats <sup>1</sup>
Minimum size	240mm x 292mm (9.448" x 11.496")
Maximum size	1080mm x 1308mm (42.5" x 51.5")
Plate thickness	.20mm and .30mm <sup>2</sup> .008" and .012" <sup>2</sup>
Chemistry	Not required
Processing and Preparation	None required. Just image and print
Operating environment	Daylight-safe, 60° – 75° F Normal pressroom or prepress area conditions
Shelf life	2 years
Plates per box	25, 50 or 100 (size dependent)

<sup>1</sup> The most popular press sizes are available. Contact Presstek or your distributor for availability.

<sup>2</sup> Not all plate sizes are available in all thicknesses. Contact Presstek or your distributor for availability.

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